

# The Intel® Pentium® 4 Processor

Sales Tool for Small Business Managers and Consumers



intel®



Consult this guide for important information regarding the Intel® Pentium® 4 processor to help your small business and home consumer customers get the power they need for current and future technologies.

# Intel® Pentium® 4 and Intel® Pentium® III Processors

Intel® processors build on innovative technologies to deliver performance for a range of computing needs. Consult the list below to help find the right Intel processor for your customers:

### Intel® Pentium® 4 Processor

- Intel's highest performance processor for desktop PCs
- The right microprocessor for consumer enthusiasts and business power users
- Advanced technology for Internet applications of today and tomorrow
- All new microarchitecture

Intel® Netburst™ Microarchitecture offers superior performance for:

- Creation and playback of multimedia, video, and graphics
- Realistic 3D games and interfaces
- Encryption and security
- Multi-tasking environments
- Advanced scientific applications

### Intel® Pentium® III Processor

- Performance for today's Internet
- Excellent productivity and performance for mainstream business and consumer use
- Compatibility, reliability, and stability for the rapidly changing e-Business environment
- Power for mainstream gaming and Web use

## Features and Benefits

The Intel® Pentium® 4 processor is based on a completely new architecture for breakthrough performance. Intel® NetBurst™ Microarchitecture provides an increase in MHz speed as well as some other very important features and benefits:

Features	Benefits
Clock speeds of 1.4 GHz and above	Intel's fastest desktop processor bringing users cutting-edge performance for today and tomorrow
Advanced 400 MHz system bus	Triples the bus bandwidth for faster data transfer and improved performance on the most demanding applications
Hyper-pipelined Technology	Increases processor performance and frequency
Enhanced Floating Point and Multimedia Unit	Accelerates video, graphics, and image processing, as well as advanced financial, scientific, and engineering applications
Second-Generation Streaming SIMD Extensions (SSE2)	Boosts performance for a broad range of applications and technologies that incorporate video, speech recognition, encryption, and security

Intel® Pentium® 4 Processor Features and Benefits

Small Business Sales Tools

Small Business Performance and Optimized Software Applications

Consumer Sales Tools

Consumer Performance and Optimized Software Applications

Intel® Pentium® 4 Processor Platform Solution

# Small Business Sales Tools



## Key Sales Messages

Intel® Pentium® 4 processor provides the Small Business Manager with:

- Power for the leading technologies of tomorrow's Internet including XML, Flash, and Java\*
- Performance to manage the information overload associated with doing business on the Internet
  - Powers e-Business applications like 3D collaboration, data visualization, and information management
- Flexibility to create media-intensive content
- Extra support for a multi-tasking environment
  - Powers background tasks like real-time virus scanning, encryption, compression, and e-mail synchronization

Key questions to ask the Business Manager:	If the answer is "yes" to any of these questions, recommend the Intel® Pentium® 4 processor because:
Do you plan to use e-Business tools to improve your relationship with suppliers and customers?	Provides the necessary power for multiple e-Business background tasks, without sacrificing performance of applications running in the foreground.
Do you plan to use this PC to create dynamic content for the Web, or to use advanced applications such as speech recognition or audio, video, or image processing?	Improved floating point unit offers increased performance for multimedia applications.
Do you want to take full advantage of the latest software upgrades but still maintain the performance needed by your employees? Do you plan to continue using this PC for more than two years?	High-performance microarchitecture provides headroom for future versions of the most advanced operating systems and software applications, as well as other changes in the business computing environment.

Small Business Sales Tools

Small Business Performance and Optimized Software Applications

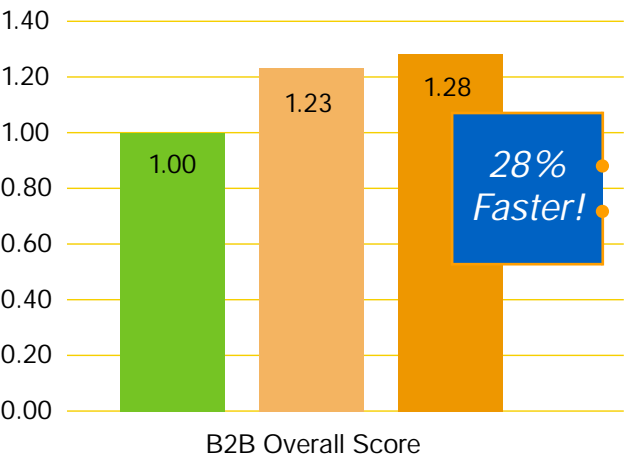
Consumer Sales Tools

Consumer Performance and Optimized Software Applications

Intel® Pentium® 4 Processor Platform Solution

# Small Business Performance

## WebMark\* 2001



- Intel® Pentium® III processor 1.00 GHz
- Intel® Pentium® 4 processor 1.40 GHz
- Intel® Pentium® 4 processor 1.50 GHz

## e-Business Performance

The Intel® Pentium® 4 processor delivers a 28% performance increase on technologies that underlie e-Business:

- Flash animation
- 3D visualization
- Java\* and XML

High-performance Intel processors provide the headroom needed for tomorrow and the power needed today to take advantage of the latest e-Business tools and applications.

Source: Intel MAP. Config: Pentium III processor, Intel® Desktop Board VC820; Pentium 4 processor, pre-production Intel® Desktop Board D850GB; 128MB PC800 RDRAM, Creative\* 3D Blaster Annihilator 2 with nVidia\* GeForce\*2 GTS, IBM\* DTLA-307030 ATA-100 hard drive, nVidia Detonator\* 3 v6.18 graphics driver, Intel® Ultra ATA Storage Driver v6.02.005, Intel® chipset INF file v2.50.003, DirectX\* 7.0b, Microsoft\* Windows\* 2000, 100 Mbps LAN, Apple\* QuickTime 4.1.1

# Optimized Business Software Applications

Traditional Business
Photo-editing tool: Corel* Draw* by Corel
Collaborative 3D data sharing: Holodesk* Communicator* by Tpresence*
Speech recognition: Naturally Speaking Professional* by Dragon*

Business Intelligence and Knowledge Management
Concept-based search engine: Retriever* by 80-20*
Collaborative portal for personalized enterprise communication: Unity* by Engenia*
3D data visualization tool: Mindmaker* by Cygron*
Interactive 3D modeling tool: Cycore* Cult 3D*



# Consumer Sales Tools



## Key Sales Messages

Intel® Pentium® 4 processor provides consumers with:

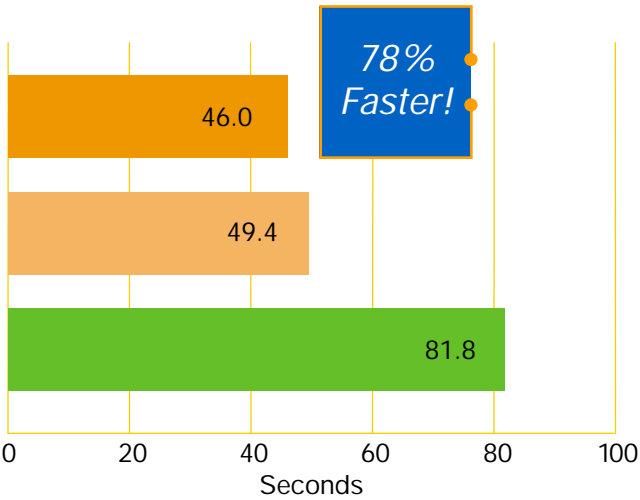
- A revolutionary, new PC platform for today's high-end applications and tomorrow's demanding Internet innovations
- Power for cutting-edge, broadband Internet technologies like streaming video and MP3 audio
- Performance to quickly create, edit, and share professional quality photos and video
- The ultimate platform for a realistic and immersive 3D experience

Key questions to ask the Home Consumer:	If the answer is "yes" to any of these questions, recommend the Intel® Pentium® 4 processor because:
Are you looking for a PC that will have the processing power to run leading-edge applications today and in the future?	High-performance architecture of the Intel Pentium 4 processor provides headroom for future upgrades to the operating system and advanced software applications.
Do you listen to streaming audio or view streaming video over the Internet?	The Intel Pentium 4 processor provides the power for leading-edge broadband Internet technologies such as streaming video and audio.
Are you a gaming enthusiast?	Next-generation graphics capabilities deliver the ultimate platform for a realistic, immersive 3D experience.
Do you plan to create, edit, or share photos and/or video?	Improved floating point unit and new Second-Generation Streaming SIMD Extensions (SSE2) instruction set allow the Intel Pentium 4 processor to process multimedia in parallel, thereby enhancing performance.

# Consumer Performance

## Microsoft\* Windows\* Media Encoder 4.1

(A shorter bar is faster)



- Intel® Pentium® 4 processor 1.50 GHz
- Intel® Pentium® 4 processor 1.40 GHz
- Intel® Pentium® III processor 1.00 GHz

## Content Creation Performance

The Intel® Pentium® 4 processor allows home users to quickly create, edit, and share professional quality video faster than ever before.

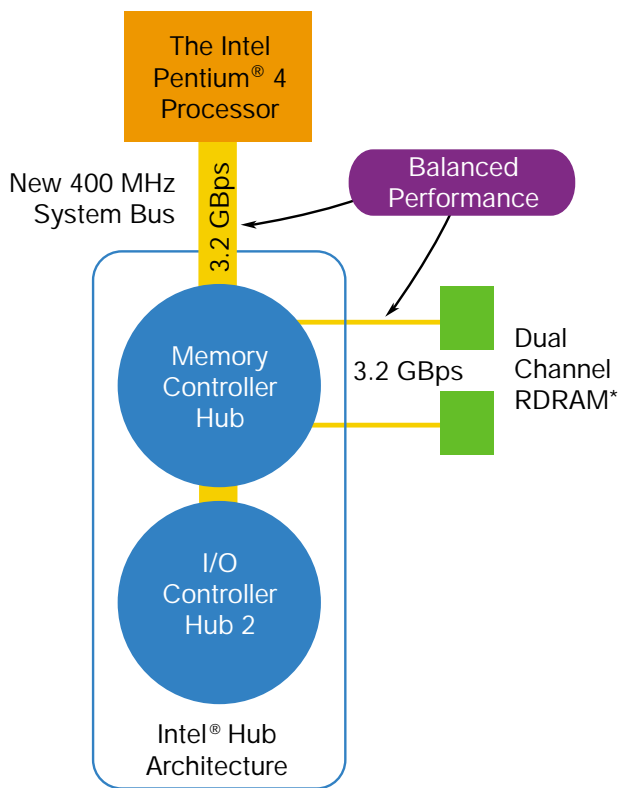
High-performance Intel processors produce great-looking results and improve productivity. They also provide the power for multiple tasks without sacrificing performance.

Source: Intel MAP. Config: Pentium III processor, Intel® Desktop Board VC820; Pentium 4 processor, pre-production Intel® Desktop Board D850GB; 128 MB PC800 RDRAM, Creative\* 3D Blaster Annihilator 2 with nVidia\* GeForce\*2 GTS, IBM\* DTLA-307030 ATA-100 hard drive, nVidia Detonator\* 3 v6.18 graphics driver, Intel® Ultra ATA Storage Driver v6.02.005, Intel® chipset INF file v2.50.003, DirectX\* 7.0b, Microsoft\* Windows\* Millenium\*, Ligos\* isxprem DLL v1.3.0.10 beta

# Optimized Consumer Software Applications

Community	Media Creation
3D desk and Web link organizer: UBUBU Universe* by UBUBU, Inc.*	Web-based 3D greeting card site: 3D Greetings* by Expressit.com*/Mattel*
Gaming	Video/audio encoding tool: Play and Record* by HyCD*
3D strategy game: Sacrifice* by Shiny Entertainment*	Web image management tool: Image Organizer* by Alpha Base*
3D action game: Tribes 2* by Sierra*	Multimedia authoring, streaming video, Web publishing tool: POPCast*-POP Blaster*

# Intel® Pentium® 4 Processor Platform Solution



## Intel® 850 Chipset

The new memory controller hub increases both system bus and memory bandwidth throughput to 3.2 GBps, to reduce bottlenecks and enhance system performance.

The second-generation I/O Controller Hub (ICH2) offers the most advanced capabilities of the Intel® 800-series chipsets:

- 4 USB ports
- 6 channel audio
- 10/100 MBps ethernet and home networking
- AGP 4X graphics
- 133 MBps PCI
- ATA 100 MBps, dual IDE channels

For more information on the  
Intel® Pentium® 4 processor visit our Web site at:  
[www.intel.com/pentium4](http://www.intel.com/pentium4)



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